



November 23, 1992

R.L. McCOMAS  
Senior Chain Accounts Manager

150 Lawrence Bell Drive, Suite #108  
Williamsville, NY 14221  
716-634-3143  
Fax 716-634-3145

TO: D. T. Walsh  
RE: **NOCO MOTOR FUELS, INC. PLAN-O-GRAMS**

Attached please find **revised** plan-o-grams for various displays in Noco Motor Fuels locations.

**Please notify your people as well as having them contact stores.**

Thank you.

Sincerely,

*ROYCE/sm*

Royce L. McComas

RLM/sm

Attachments

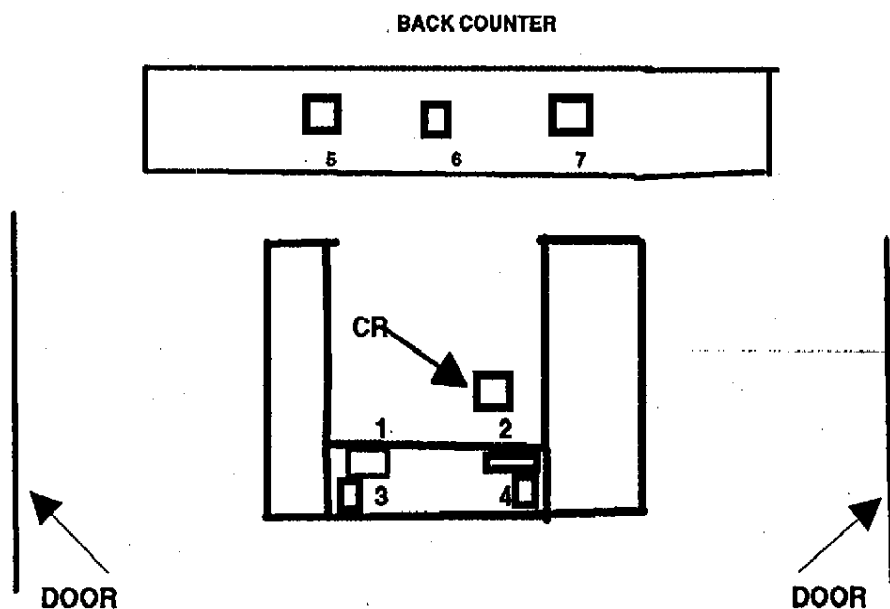
"We work for smokers."

51856 4345

# NOCO MOTOR FUELS #S3

MAIN ST., TONAWANDA, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 RJR PROMOTIONAL LIGHTED
- 3 LORILLARD
- 4 ATC 3-SHELF
- 5 RJR 3-SHELF MAGNA/STERLING
- 6 RJR 3-SHELF MONARCH
- 7 BROWN & WILLIAMSON 3-SHELF

DATED: NOVEMBER, 1992

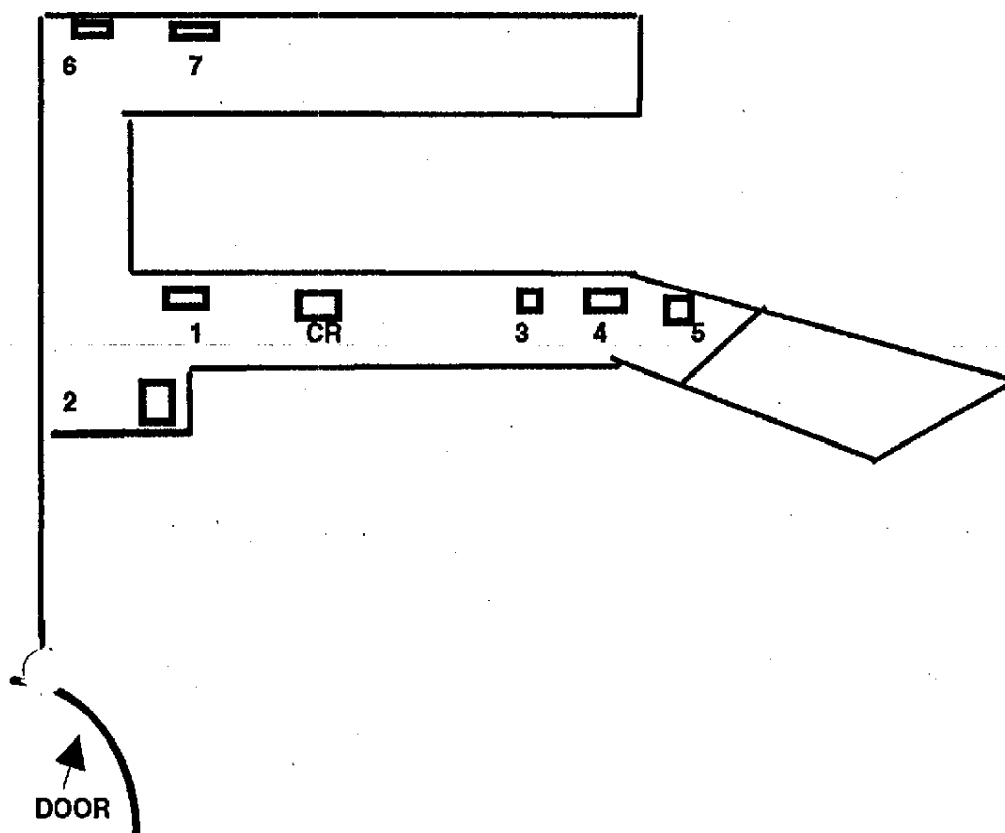
  
ROBERT C. WITHERELL, JR.

51856 4346

# NOCO MOTOR FUELS #S11

PAYNE.AVE., N. TONAWANDA, NY

## A HORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 RJR PROMOTIONAL LIGHTED
- 3 LORILLARD
- 4 ATC
- 5 BROWN & WILLIAMSON
- 6 RJR 3-SHELF MAGNA/STERLING
- 7 RJR 3-SHELF MONARCH

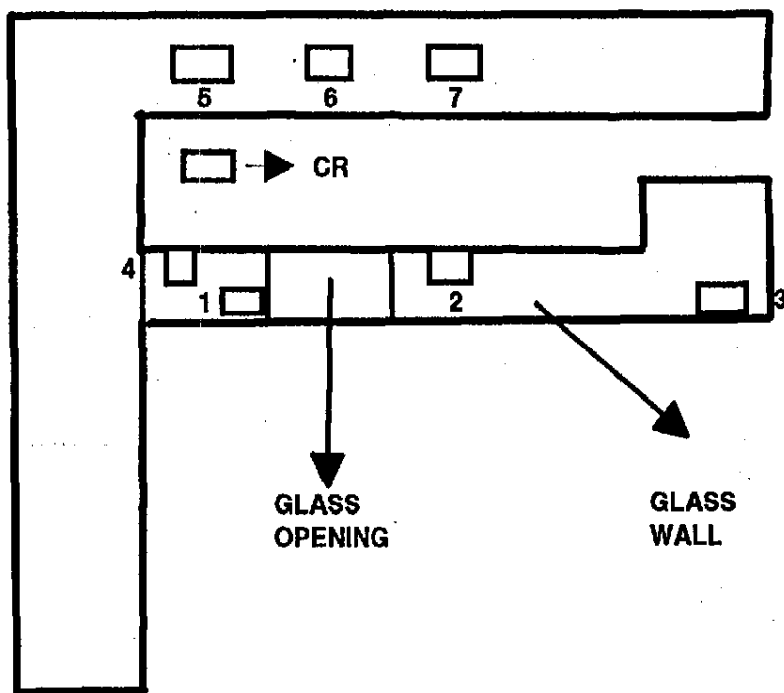
DATED: NOVEMBER, 1992

*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4347

# NOCO MOTOR FUELS S#15

1635 KENSINGTON AVENUE, BUFFALO, NY



## KEYS TO CIGARETTE DISPLAYS

- 1 RJR 2-SHELF LIGHTED
- 2 RJR 2-SHELF PROMOTIONAL LIGHTED
- 3 LORILLARD
- 4 ATC
- 5 RJR 3-SHELF MONARCH
- 6 RJR 3-SHELF MAGNA/STERLING
- 7 BROWN & WILLIAMSON 3-SHELF

DATED: NOVEMBER, 1992

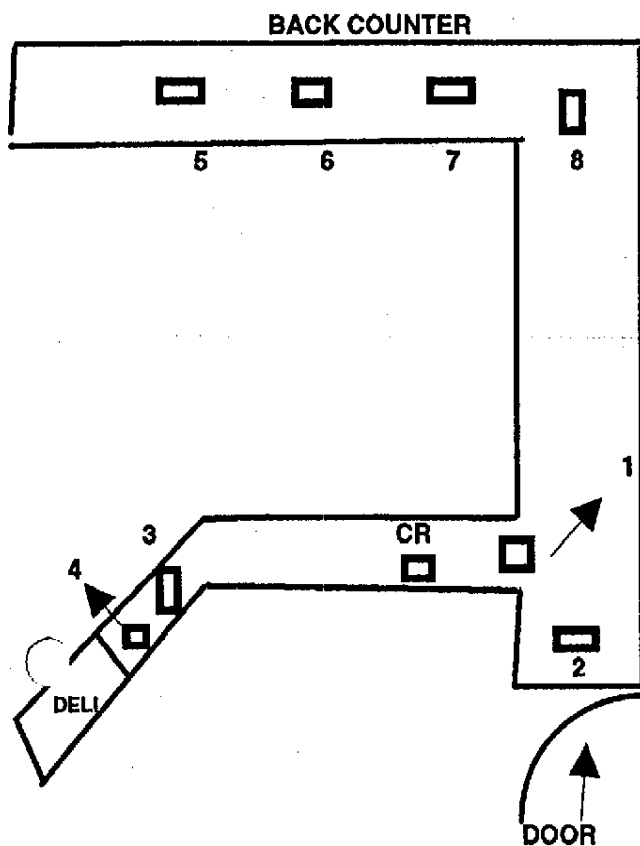
  
ROBERT C. WITHERELL, JR.

51856 4348

# NOCO MOTOR FUELS #S18

TONAWANDA, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 RJR PROMOTIONAL LIGHTED
- 3 LORELLARD
- 4 BROWN & WILLIAMSON
- 5 RJR 4-SHELF MAGNA/STERLING
- 6 RJR 4-SHELF MONARCH
- 7 RJR DORAL 3-SHELF
- 8 ATC

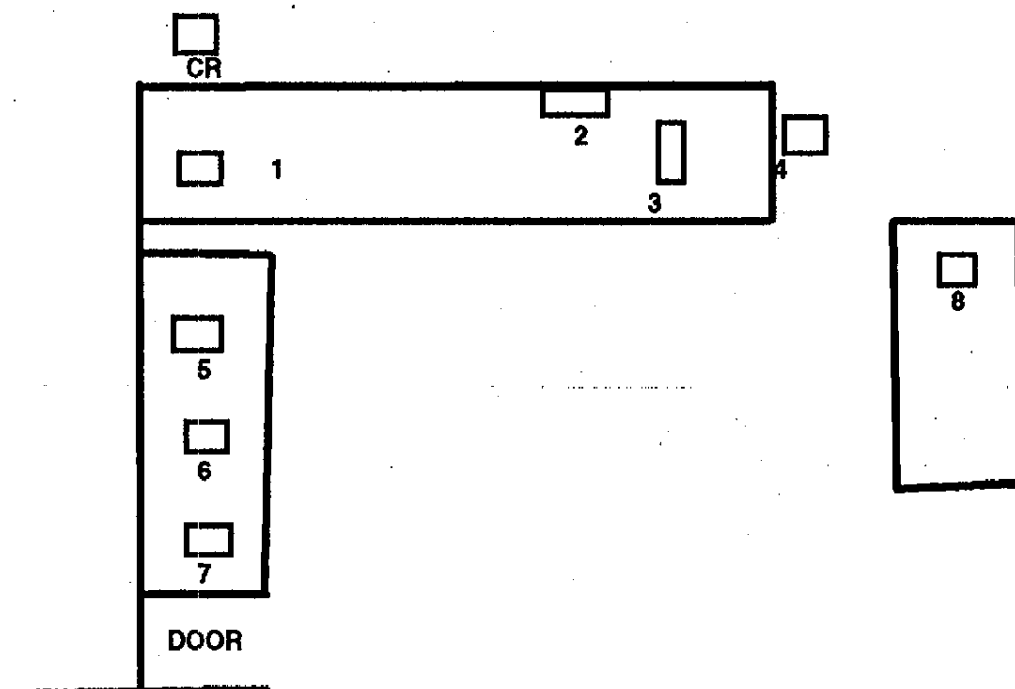
DATED: NOVEMBER, 1992

*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4349

# NOCO MOTOR FUELS #S19

CAMP RD., HAMBURG



## KEYS TO CIGARETTE DISPLAYS

- 1 RJR LIGHTED ONE-SHELF
- 2 BROWN & WILLIAMSON
- 3 LORILLARD
- 4 ATC
- 5 RJR PROMOTIONAL
- 6 RJR 4-SHELF MONARCH
- 7 RJR 3-SHELF MAGNA/STERLING
- 8 ATC 4-SHELF

DATED: NOVEMBER, 1992

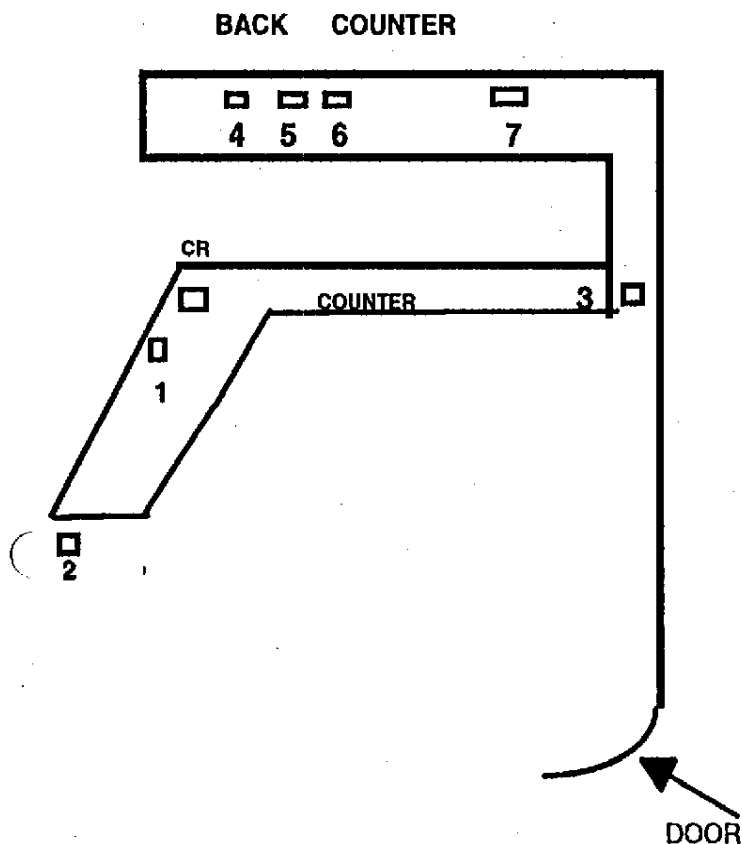
*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4350

# NOCO MOTOR FUELS #S21

N. TONAWANDA, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 RJR FLOOR PROMOTIONAL
- 3 LORILLARD
- 4 BROWN & WILLIAMSON 2-TRAY
- 5 RJR 3-TRAY MAGNA/STERLING
- 6 RJR 3-TRAY MONARCH
- 7 ATC

DATED: NOVEMBER, 1992

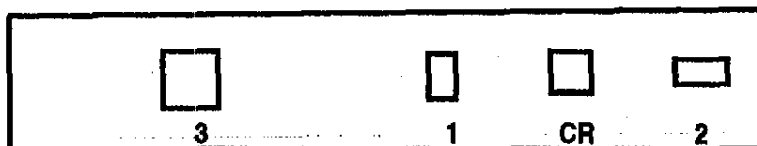
*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4351

# NOCO MOTOR FUELS #S23

HERTEL AVE., BUFFALO

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR 2-SHELF LIGHTED
- 2 LORILLARD
- 3 RJR PROMOTIONAL LIGHTED
- 4 RJR 3-SHELF MAGNA/STERLING

DATED: NOVEMBER, 1992

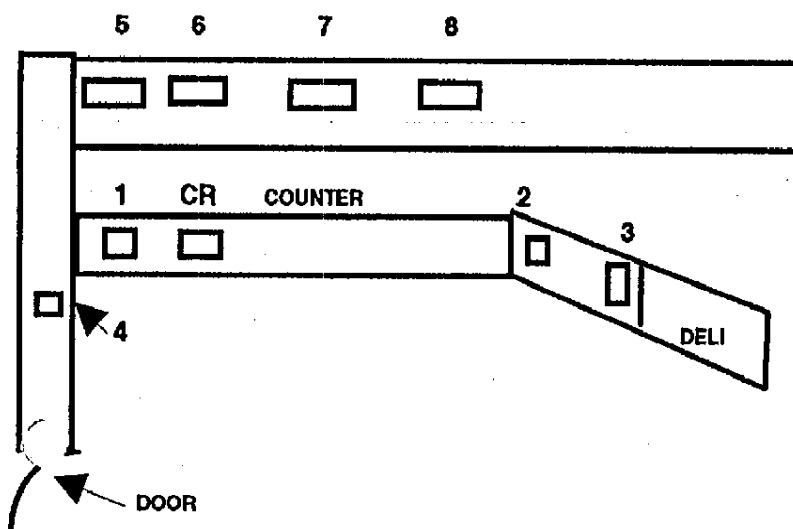
  
ROBERT C. WITHERELL, JR.

51856 4352



**NOCO MOTOR FUELS #S24**  
**AMHERST, NY**

**AUTHORIZED CIGARETTE DISPLAY POSITION**



**KEYS TO CIGARETTE DISPLAYS**

- 1** **RJR ONE-SHELF LIGHTED**
- 2** **RJR PROMOTIONAL LIGHTED**
- 3** **BROWN & WILLIAMSON**
- 4** **LOR 3-SHELF**
- 5** **EXPORT A 4-SHELF**
- 6** **RJR 3-SHELF MONARCH**
- 7** **RJR 3-SHELF MAGNA/STERLING**
- 8** **ATC 3-SHELF**

DATED: NOVEMBER, 1992:

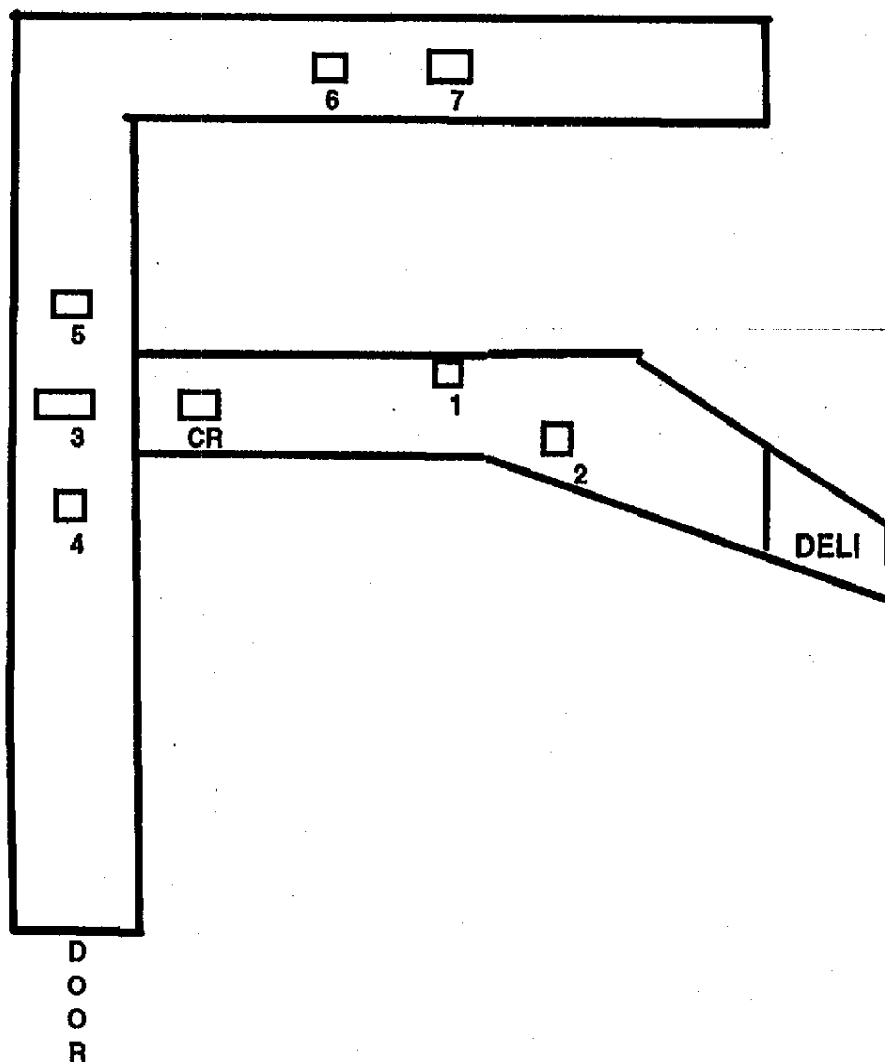
*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4353

# NOCO MOTOR FUELS #S25

6257 TRANSIT ROAD, DEPEW, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 LORILLARD
- 3 RJR 3-SHELF MONARCH
- 4 RJR PROMOTIONAL LIGHTED
- 5 BROWN & WILLIAMSON
- 6 RJR 4-SHELF MAGNA/STERLING
- 7 ATC

DATED: NOVEMBER, 1992

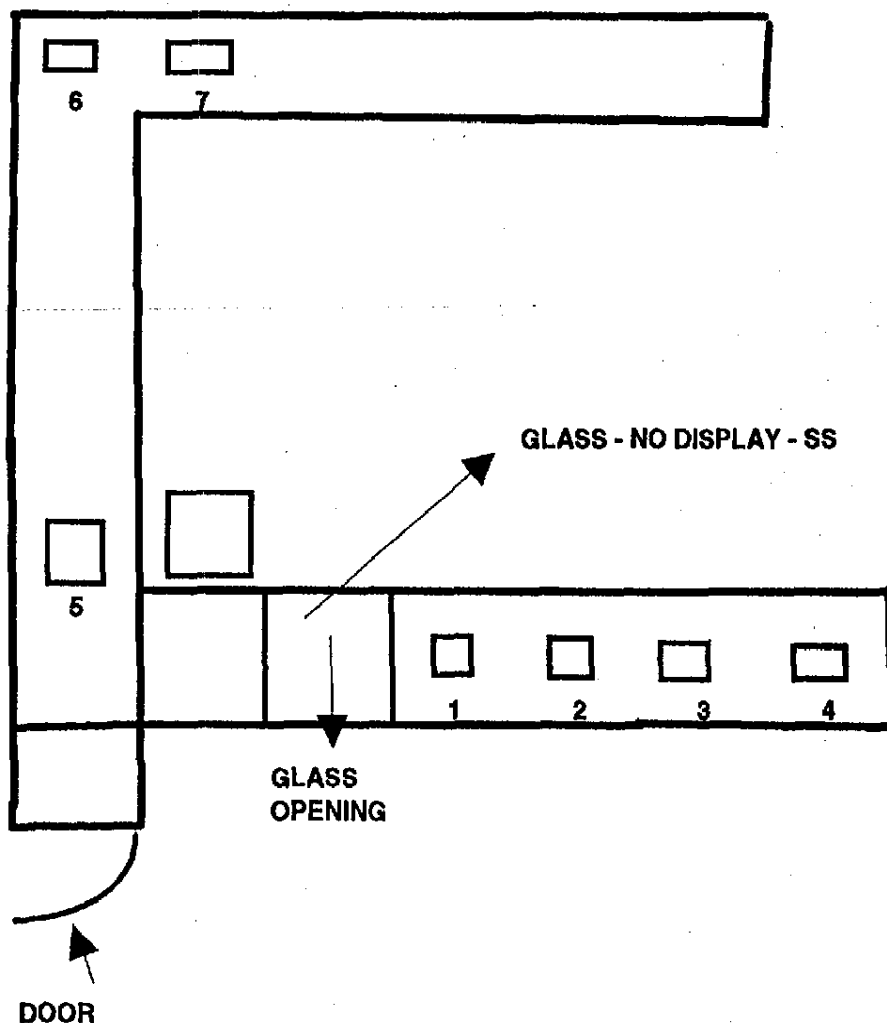
*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4354

# NOCO MOTOR FUELS #S26

HYDE PARK, NIAGARA FALLS

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR 2-SHELF LIGHTED
- 2 RJR PROMOTIONAL LIGHTED
- 3 ATC
- 4 BROWN & WILLIAMSON
- 5 LOR 2-SHELF
- 6 RJR 3-SHELF MONARCH
- 7 RJR 3-SHELF MAGNA/STERLING

DATED: NOVEMBER, 1992

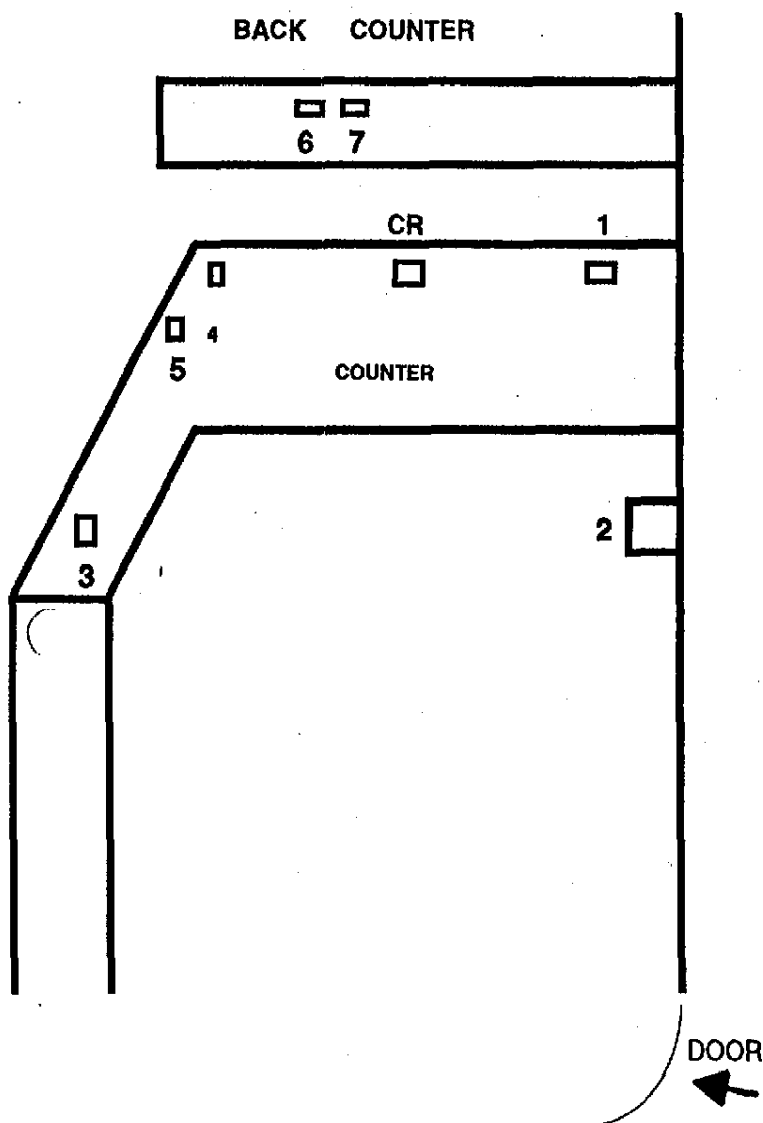
*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4355

# NOCO MOTOR FUELS #S27

GETZVILLE, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 RJR PROMOTIONAL LIGHTED
- 3 LOR 2-SHELF
- 4 BROWN & WILLIAMSON
- 5 ATC
- 6 RJR MAGNA/STERLING 3-SHELF
- 7 RJR MONARCH 3-SHELF

DATED: NOVEMBER, 1992

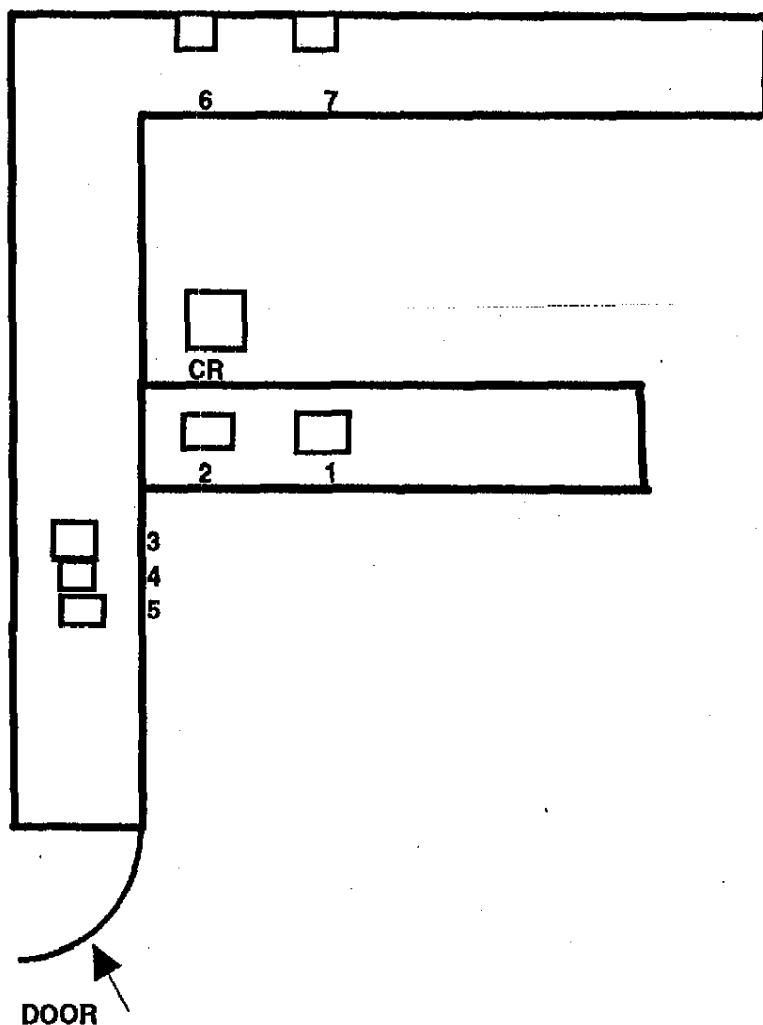
*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4356

# NOCO MOTOR FUELS #S28

WILLIAMS RD./NFB. NIAGARA FALLS

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR 1-SHELF LIGHTED
- 2 BROWN & WILLIAMSON
- 3 RJR PROMOTIONAL
- 4 ATC
- 5 LOR 3-SHELF
- 6 RJR 3-SHELF MONARCH
- 7 RJR 3-SHELF MAGNA/STERLING

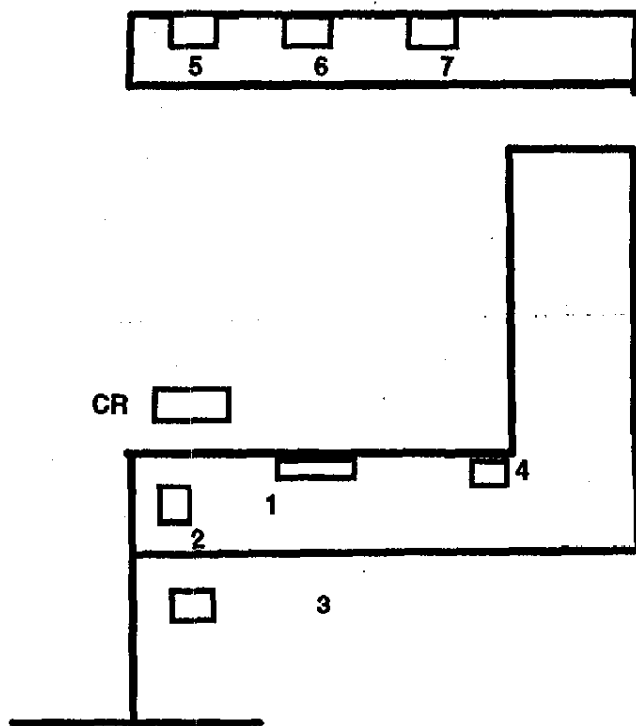
DATED: NOVEMBER, 1992

*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4357

# **NOCO MOTOR FUELS #S29**

**S.PARK AVE., HAMBURG**



## **KEYS TO CIGARETTE DISPLAYS**

- 1** RJR LIGHTED PROMOTIONAL
- 2** LORILLARD
- 3** RJR PROMOTIONAL FLOOR
- 4** BROWN & WILLIAMSON
- 5** ATC 4-SHELF
- 6** RJR 3-SHELF MONARCH
- 7** RJR 3-SHELF MAGNA/STERLING

51856 4358

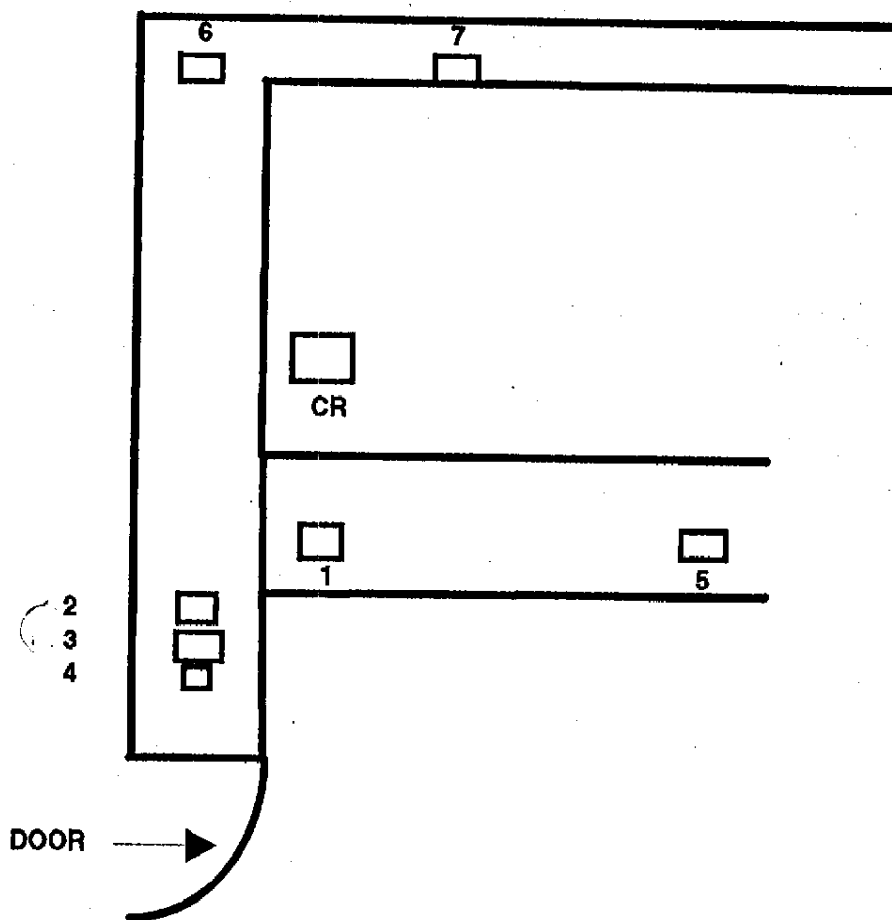
DATED: NOVEMBER, 1992

*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

# NOCO MOTOR FUELS #S30

WHITEHAVEN RD., GRAND ISLAND

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR 1-SHELF LIGHTED
- 2 BROWN & WILLIAMSON
- 3 RJR 3-SHELF PROMOTIONAL LIGHTED
- 4 ATC
- 5 LOR 3-SHELF
- 6 RJR 3-SHELF MONARCH
- 7 RJR 3-SHELF MAGNA/STERLING

DATED: NOVEMBER, 1992

ROBERT C. WITHERELL, JR.

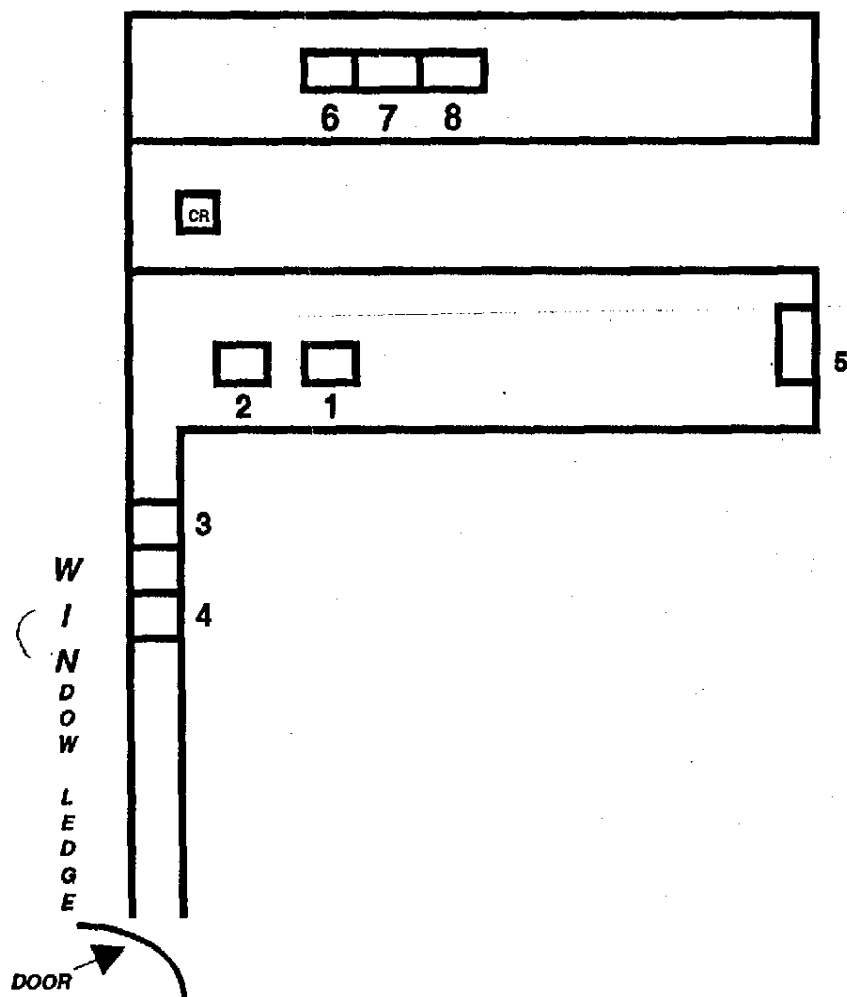
51856 4359

# NOCO MOTOR FUELS #S31

LOCKPORT, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION

### BACK COUNTER



- 1 RJR ONE-SHELF LIGHTED
- 2 BROWN & WILLIAMSON
- 3 RJR PROMOTIONAL LIGHTED
- 4 ATC
- 5 LORILLARD 2-SHELF DISPLAY
- 6 RJR 3-SHELF DORAL DISPLAY
- 7 RJR 3-SHELF MAGNA/STERLING DISPLAY
- 8 RJR 3-SHELF MONARCH DISPLAY

DATED: NOVEMBER, 1992

*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

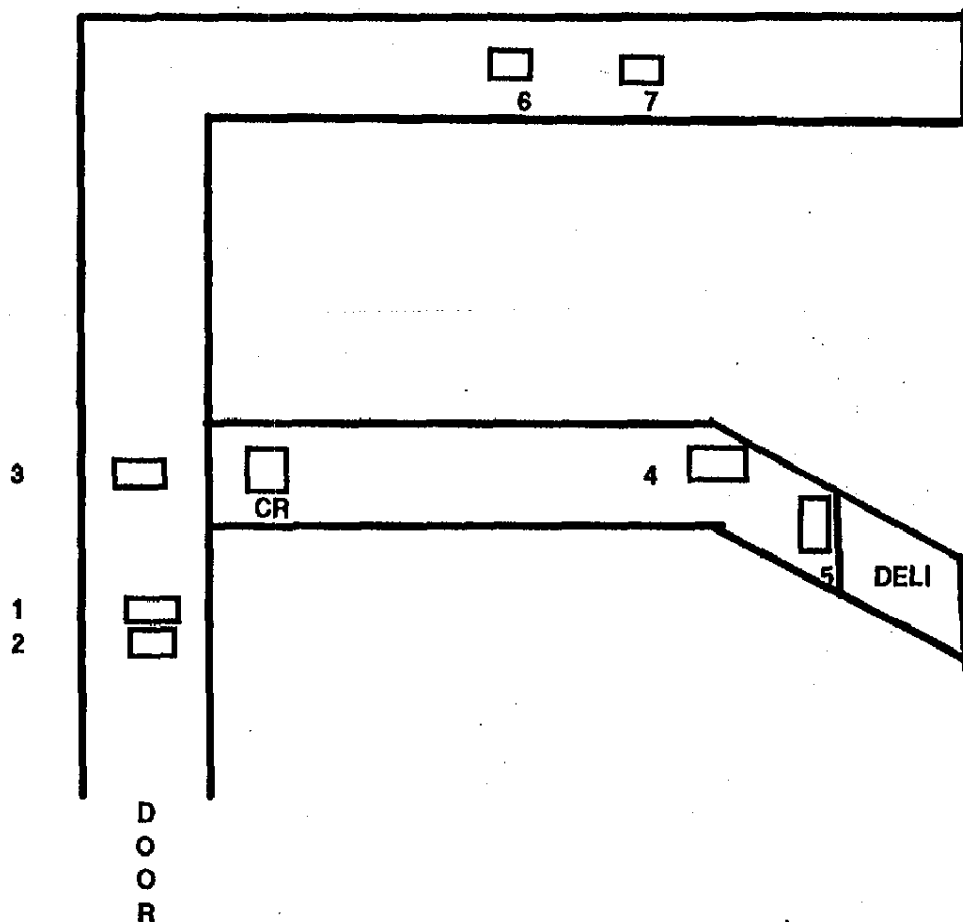
51856 4360



# MOCO MOTOR FUELS #S32

KENMORE, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 BROWN & WILLIAMSON
- 3 LOR. 3-SHELF
- 4 RJR PROMOTIONAL LIGHTED
- 5 ATC
- 6 RJR 3-SHELF MONARCH
- 7 RJR 3-SHELF MAGNA/STERLING

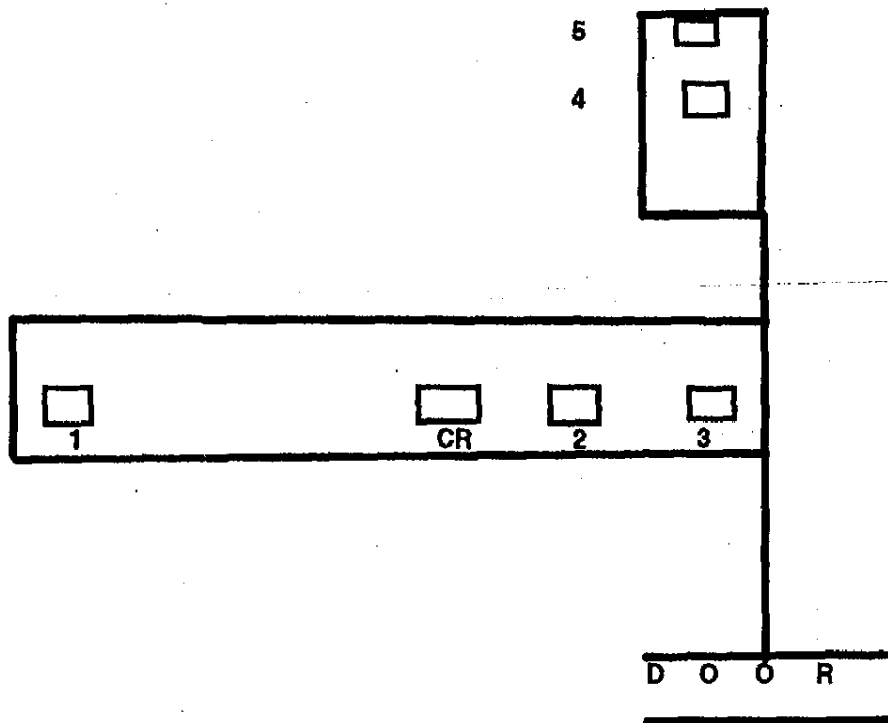
DATED: NOVEMBER, 1992

ROBERT C. WITHERELL, JR.

51856 4361

# MOCO MOTOR FUELS #S33

3900 UNION RD., CHEEKTOWAGA



## KEYS TO CIGARETTE DISPLAYS

- 1 RJR LIGHTED PROMOTIONAL
- 2 RJR 1-SHELF
- 3 RJR 4-SHELF MAGNA/STERLING
- 4 RJR 3-SHELF MONARCH
- 5 ATC

51856 4362

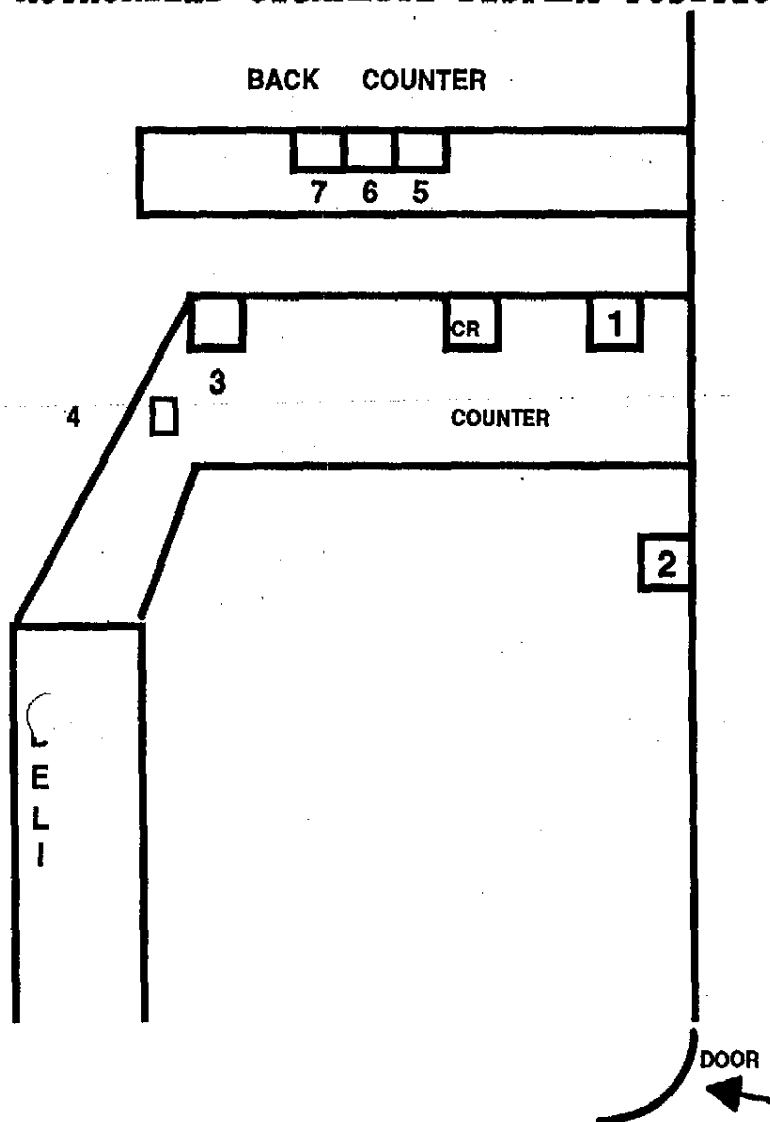
DATED: NOVEMBER, 1992

*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

# NOCO MOTOR FUELS #S35

67 TRANSIT RD., CLARENCE, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 RJR PROMOTIONAL LIGHTED
- 3 LORILLARD
- 4 B&W
- 5 RJR 3-SHELF MAGNA/STERLING DISPLAY
- 6 RJR 3-SHELF MONARCH DISPLAY
- 7 ATC 3-SHELF MONTCLAIR DISPLAY

DATED: NOVEMBER, 1992

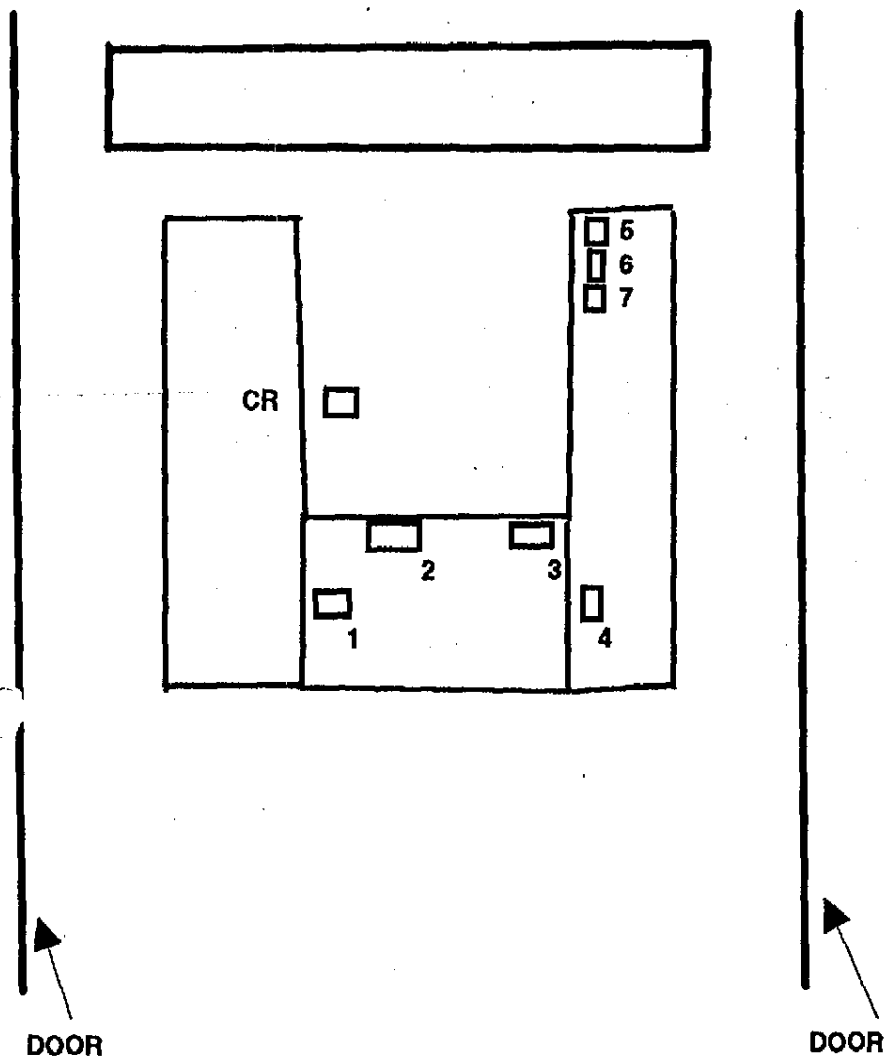
*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4363

# NOCO MOTOR FUELS #S36

5111 TRANSIT ROAD, DEPEW, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 LORILLARD
- 3 RJR PROMOTIONAL LIGHTED
- 4 BROWN & WILLIAMSON
- 5 ATC 3-SHELF
- 6 RJR 3-SHELF MAGNA/STERLING
- 7 RJR 3-SHELF MONARCH

DATED: NOVEMBER, 1992

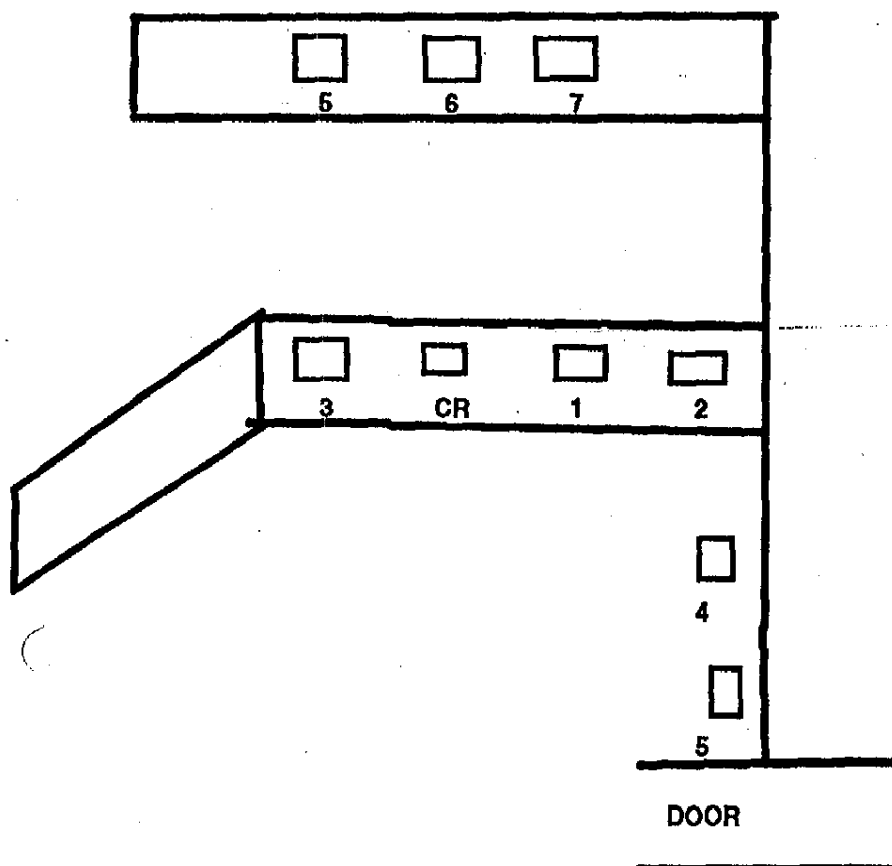
*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4364

# NOCO MOTOR FUELS #S37

BUFFALO, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 LORILLARD
- 3 BROWN & WILLIAMSON
- 4 RJR FLOOR PROMOTIONAL - DORAL
- 5 RJR 3-SHELF MONARCH
- 6 RJR 3-SHELF MAGNA/STERLING
- 7 ATC 2-SHELF

DATED: NOVEMBER, 1992

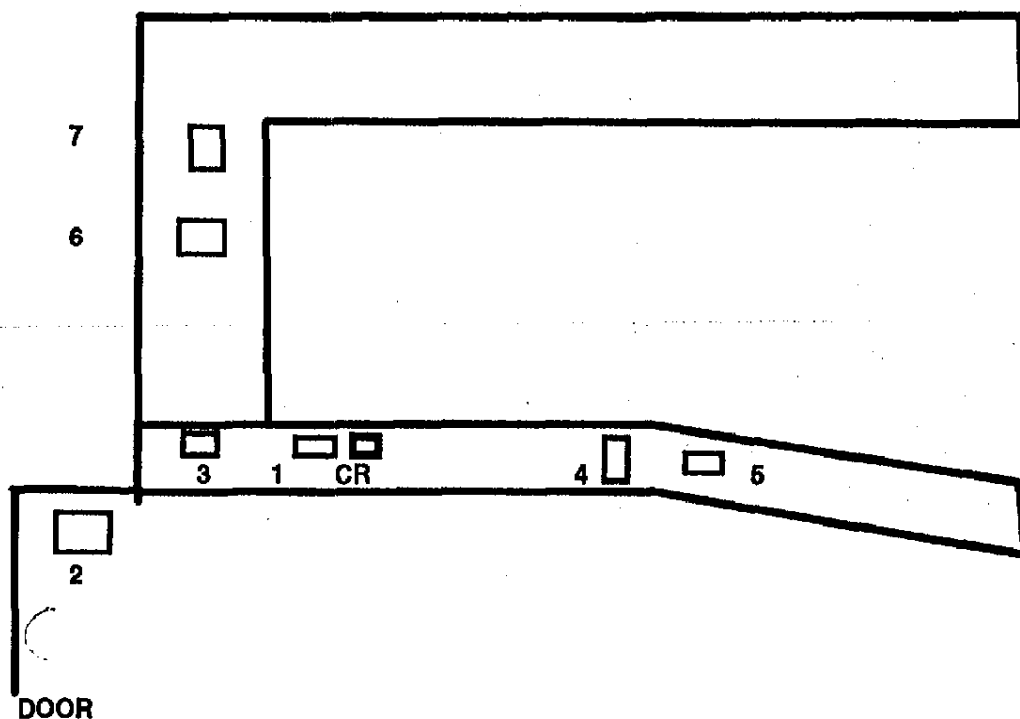
  
ROBERT C. WITHERELL, JR.

51856 4365

# NOCO MOTOR FUELS #S38

LANCASTER, NY

## AUTHORIZED CIGARETTE DISPLAY POSITION



### KEYS TO CIGARETTE DISPLAYS

- 1 RJR ONE-SHELF LIGHTED
- 2 RJR PROMOTIONAL FLOOR
- 3 RJR 3-SHELF MAGNA/STERLING
- 4 LORILLARD
- 5 BROWN & WILLIAMSON
- 6 RJR 3-SHELF MONARCH
- 7 ATC 3-SHELF

DATED: NOVEMBER, 1992

*Robert C. Witherell, Jr.*  
ROBERT C. WITHERELL, JR.

51856 4366